

Hometown grocer meets hometown newspaper. And a four-year romance begins.



Joe Cipriano and Joe Agemy

(photos by Bill Bresler)

IF YOU DON'T SEE IT
ASK FOR IT
IF WE HAVEN'T GOT
WE'LL GET IT

Mack Agemy, Meat Buyer (left)

Larry Downey, Meat Manager (right)

We don't know if it was love at first ad, but Joe Agemy has some very nice things to say about the results he gets each week from Shopping Cart, our colorful Monday food section.

Four years ago Agemy & Sons opened in Livonia on Five Mile at Farmington Road. The goal at Agemy's was and is to give people good old fashioned personal service. Like the

sign behind the meat counter says, "If you don't see it, ask for it. If we haven't got it, we'll get it."

There's a lot of friendliness that goes on at Agemy's -- greetings called to customers as they pick and choose from the many good food items displayed.

"The Observer is sort of like my store--friendly, local," says Joe.

We think Shopping Cart and Agemy's were made for each other and as Joe says, "You don't have to search for my ads," he likes

the fact that they're right where they're supposed to be along with good food-related features and recipes that appeal to his friends--his customers and our readers

Five pounds of coupons may not sound like a lot to the average coupon clipper, but the more than 8,000 that make up the pile that weighs nearly five pounds is enough to make a grown

grocer's heart miss a beat. That's how many Joe has received as a result of a recent Shopping Cart ad and they're still coming.

If you don't have a hefty handful of coupons sitting around, maybe it's time you made a date with your Observer & Eccentric ad rep.

A little romance never hurt anybody.

**Observer & Eccentric
SHOPPING CART**

1225 Bowers
Birmingham, MI 48012
313-644-1100

36251 Schoolcraft
Livonia, MI 48150
313-551-2300